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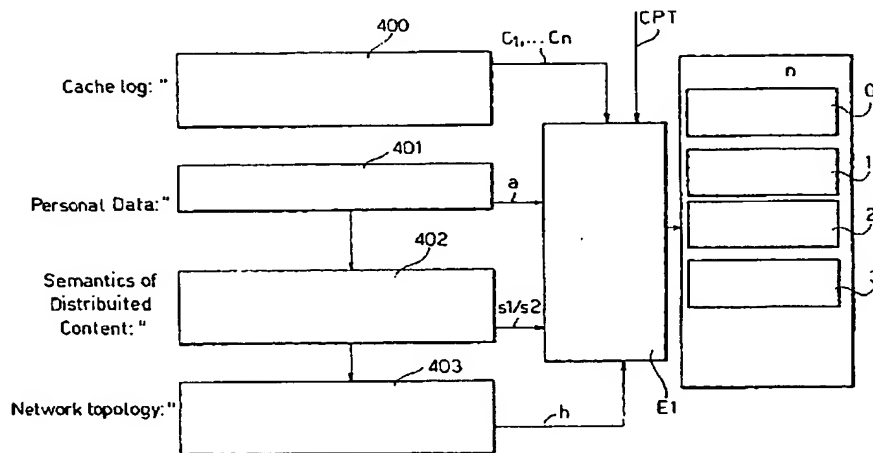
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[Continued on next page]

(54) Title: **METHOD AND SYSTEM FOR CONTROLLING CONTENT DISTRIBUTION, RELATED NETWORK AND COMPUTER PROGRAM PRODUCT THEREFOR**



(57) Abstract: A method for controlling distribution of media contents over a network (1), wherein said contents are distributed by making said contents (w_1) available at surrogate servers (C_1, \dots, C_n), the method including the steps of: - identifying additional contents (w_2) eligible for distribution; - defining a set of categories (mf) - identifying for each category (mf) at least a reference content (RC/CRC); - associating (PM) said additional contents (w_2) to said predefined categories (mf) based on semantics affinity with said reference content (RC/CRC), said semantics affinity being calculated (Z) as the distance of each of said additional contents (w_2) to said at least a reference content (RC/CRC); - selecting (Z) at least one of said predefined categories (mf); and - making (D) at least one of the additional contents (w_2) associated to said selected predefined category (mf) available for distribution at said surrogate servers (C_1, \dots, C_n).



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